



News Release

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Release Date: For Immediate Release
Release Number: 2005:16

LOCAL RESIDENT HONORED AS THE SBA 2005 SMALL BUSINESS JOURNALIST OF THE YEAR

Hartford—Scott Whipple, Business Journalist for the New Britain Herald has been named Small Business Journalist of the Year by the U.S. Small Business Administration (SBA).

“Journalists are so important to the cause of small business,” said Charles E. Summers, Jr., SBA’s New England Regional Administrator. “The service in promoting the accomplishments and struggles of small business are critical to our economy and I thank Scott Whipple for being a credit to journalism.”

Scott Whipple has been the business reporter for the New Britain Herald and Sunday Herald Press for the past six years. In addition to a regular business column, Whipple reports on area businesses, covers conferences and writes on labor issues. Before joining The Herald in 1998, he was an independent business consultant, writing audio/video materials for Fortune 500 clients, as well as smaller, Connecticut-based businesses.

As a seasoned writer Scott Whipple remembers his days operating his business as a freelance writer and is intimately aware of the many and often complex issues a small business owner needs to address to be successful. Likewise, he keenly understands the role small and larger businesses have in contributing to the overall health and balance of a community. His journalist skills and commitment to finding the “good” in a story is evident in his writing. Scott’s writing conveys his understanding and allows thousands of readers each day to join in recognizing the success of local small businesses and their contributions to their communities.

Scott’s writing is straightforward without being simple. He has a reputation of being thorough. More important, he is known for his willingness to take the time to uncover positive stories of growth and investment rather than opting for the-all-too easy road of exploiting the “faults” that naturally occur from time to time.

Guilt, fear and blame are thought to be the easy topics in this age of sensationalism. Scott believes that the harder task is looking at businesses we take for granted each day that are simply doing good work and providing a service to their community. Recognized as a writer who will take on the harder task in writing,

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he devotes his time and effort to discover and express the positive side of a small business story other writers may not see. His valuable combination of wisdom, insight and commitment to his understanding of an issue before issuing a story has won him the respect of his colleagues and business owners throughout Central Connecticut.

Scott's writing services as an example to young journalists on how to make an otherwise prosaic story lively. In doing so, he has helped demonstrate the value of small businesses and their positive impact on the economy and overall quality of life in the community. The SBA is proud to name Scott Whipple the 2005 Small Business Journalist of the Year.

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The SBA annually recognizes individuals and businesses for their experience, expertise and devotion to their professional and personal lives to bettering the small business environment. Scott Whipple and all SBW 2005 award recipients will be honored on Thursday, May 19, 2005 at the Belvedere, in New Haven, CT. If you would like more information on this event, or next year's nominations contact Greta Johansson at (860) 240-4700 ext. 237.

A complete list of the 2005 Small Business Week award recipients is attached.

**2005 Small Business Week Award Recipients
Connecticut District Office**

Small Business Person of the Year

Carl Lucchino and Al Lucchino
Harley-Davidson/Buell of Danbury

Small Business Exporter of the Year

Todd DiPentima
Pegasus Manufacturing, Middletown

SBA Family-Owned Business of the Year

Robert B. Munson, Karen F. Munson, and.
James M. Florence
Munson's Chocolates, Bolton

Financial Services Champion

Dennis F. Brown
Counselor, Connecticut Community
Investment Corporation

Minority Small Business Champion

Reverend John H. Scott, III
Professor, Gateway Community College
State and Regional Champion

Small Business Journalist

Scott Whipple
New Britain Herald

Women in Business Champion

Janet Testa
Greater New Haven Chamber of Commerce
State and Regional Champion

Veteran Small Business Champion

Linda S. Schwartz, Commissioner
Connecticut Department of Veteran
Affairs

Sub-Contractor of the Year

E. A. Patten Company, Manchester
Regional Selection